**Amendments to and Listing of the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in this application.

1-13. (Canceled)

14. (Previously Presented) A method of claim 25 wherein the scripting language is JavaScript.

15. (Currently Amended) A method of claim [[13]] 16 wherein the content is an executable file.

16. (Currently Amended) A method of claim 13 A method of constructing a web page that allows for receipt of digital assets, the method comprising:
(a) electronically constructing a web page from source code; and
(b) inserting script associated with at least one digital asset that is desired to be part of a fully rendered web page into the web page, the inserted script including code to request the content of the digital asset from a remote site when the code is executed by a browser, the code including:
        (i) a uniform resource identifier (URI) of the web page for use by the remote site in authenticating whether the URI is authorized to receive the content of the digital asset, and
        (ii) a unique identifier of the content of the digital asset,
    wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the content.

17. (Canceled)

18. (Previously Presented) The article of manufacture of claim 26 wherein the scripting language is JavaScript.

19. (Currently Amended) The article of manufacture of claim [[17]] 20 wherein the content is an executable file.

20. (Currently Amended) ~~The article of manufacture of claim 17~~ An article of manufacture for constructing a web page that allows for receipt of digital assets, the article of manufacture comprising non-transitory computer storage media encoded with computer-executable instructions for performing a method comprising:

(a) electronically constructing a web page from source code; and

(b) inserting script associated with at least one digital asset that is desired to be part of a fully rendered web page into the web page, the inserted script including code to request the content of the digital asset from a remote site when the code is executed by a browser, the code including:

(i) a uniform resource identifier (URI) of the web page for use by the remote site in authenticating whether the URI is authorized to receive the content of the digital asset, and

(ii) a unique identifier of the content of the digital asset,

wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the content.

21. (Canceled)

22. (Previously Presented) The apparatus of claim 27 wherein the scripting language is JavaScript.

23. (Currently Amended) The apparatus of claim [[21]] 24 wherein the content is an executable file.

24. (Currently Amended) ~~The apparatus of claim 21~~ A computer-implemented apparatus for constructing a web page that allows for receipt of digital assets, the apparatus comprising:

(a) means for electronically constructing a web page from source code; and

(b) means for inserting script into the web page constructed by the means for constructing a web page, the script being associated with at least one digital asset that is desired to be part of a fully rendered web page, the inserted script including code to request the content of the digital asset from a remote site when the code is executed by a browser, the code including:

(i) a uniform resource identifier (URI) of the web page for use by the remote site in authenticating whether the URI is authorized to receive the content of the digital asset, and

(ii) a unique identifier of the content of the digital asset,

wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the content.

25. (Currently Amended) The method of claim [[13]] 16 wherein the script is a scripting language.

26. (Currently Amended) The article of manufacture of claim [[17]] 20 wherein the script is a scripting language.

27. (Currently Amended) The apparatus of claim [[21]] 24 wherein the script is a scripting language.